

Modern Meat Department Sparks Store

In the meat department, where spotless, gleaming meat counters extend almost the full width of the store, Roth's butchers cut, grade, and wrap meats, poultry, and seafood of every description.

Finest quality meats, fish, and poultry are trimmed "waste free," enabling the purchaser to buy and pay for only the edible portions of the meat selected. Meat cases are kept at a constant temperature of 27 degrees, which is scientifically proven to be the ideal temperature.

To expedite shopper's time, cases are loaded from the rear so that complete selections are always on hand.

PROTECT BUTTER AGAINST ODORS

Roth's grocery clerks, with many years' experience, recommend that butter and margarine be stored in non-absorbent porcelain enameled refrigerator pans or dishes to protect their fine flavor.

The products are both especially susceptible to absorbing refrigerator odors and are never stored in cases in Roth's Markets where they might pick up objectionable odors.

Wrap slender stalks of cooked asparagus with broiled ham slices, fasten and heat in a frying-pan until the ham is lightly browned. Serve with a cream or cheese sauce.

The Let's-Have-A-Party drink

HAWAIIAN PUNCH
1 Pint Makes 16 Tall Drinks...
Just add the water More for your money
49¢

BEST WISHES

to

ROTHS



Success and Best Wishes to

ROTH'S

NEW MARKET

TORRANCE



Allsweet ONE POUND
IN YELLOW QUARTERS **29¢**

We Proudly Present

Beech - Nut

Baby Foods

STRAINED and JUNIORS

The Food With a Flavor

Packed in Glass Jars for Mothers' Convenience... and Refrigeration Purposes

NO FUSS—NO BOTHER

Strained—4 1/4-oz. Juniors—7 1/4-oz.



3 Jars 27¢ 2 Jars 27¢

Redeem Beech-Nut Coupons at Roths

It's at the New

ROTHS MARKET

Add Water.. Mix.. and Bake



4 Delicious Flavors!

WHITE
SPICE
GOLDEN
DEVIL'S FUDGE

BACH FLAVOR

FULLY PREPARED

© 1950

"MILLIONS OF CAKES WITH NO MISTAKES"

AS GOOD AS EVER!



As Featured In

all ROTH MARKETS

Today's Meat

Bargain

12-oz. Can

45¢

STURDY

A Great Name

in Dog Food

Since 1930

KIBBLED

& MEAL



Manufactured by

STURDY

Dog Food Co.

116 E. ALAMEDA
BURBANK

Loma Linda

Foods

Congratulates

ROTHS

MARKETS

ON THE OPENING

OF THEIR NEW

TORRANCE STORE

YOU'LL FIND A

COMPLETE LINE

of

LINDA LOMA

FOODS

At All

ROTHS

MARKETS

Loma Linda

FOODS

Quality Foods Since 1906

Success to ROTH'S

New Torrance Market

IOWA PACKING CO.



"HEY MA!
GIVE US
4 MORS
FOR PICNIC DAYS"

100% PURE SELECT MEATS

Young, hearty appetites shout for more Wilson's 4 MORS, America's favorite luncheon meats. Wilson's 4 MORS are 100% pure select meats. Serve them for your picnic, sandwiches and quick summer meals.

You just can't beat a Wilson canned meat!

WILSON & CO.

The Wilson label protects your table.



Roth's Market

1321 POST AVENUE

IN THE HEART OF THINGS... Centrally located in downtown Torrance, Roth's new supermarket, 1321 Post Avenue, is easily accessible from all directions. Huge neon sign over market already has become a landmark.

PROPER STORAGE

Bananas, a product of the warm tropical climates, should never be stored in refrigerators, warns the management of Roth's Market fruit and vegetable section.

BACON, POTATOES

Bacon curls with potato patties! For the curls, cut strips of bacon in half, loosely roll, fasten with toothpicks and slowly pan-broil. When cooked, remove the toothpicks and arrange the curls on the platter with the patties.

OHIO BLUE TIP MATCHES

Congratulate

ROTHS MARKET



Upon the Opening of
Their Beautiful
NEW MARKET

IN TORRANCE

"MAKE MEAT TENDER"



Adolph's

SEASONED MEAT

TENDERIZER

He-man size steaks, sizzling, and oh, so tender, are now within everyone's budget. Adolph's will tenderize economy meat cuts for just a fraction of the cost of expensive, choice cuts. Easy to use...guaranteed pure, healthful.

Ask for Adolph's wherever you shop!

HORMEL

GOOD FOOD

◆ DAIRY SKINNED HAM
◆ DAIRY SLICED BACON

Featured at all

ROTHS

MARKETS